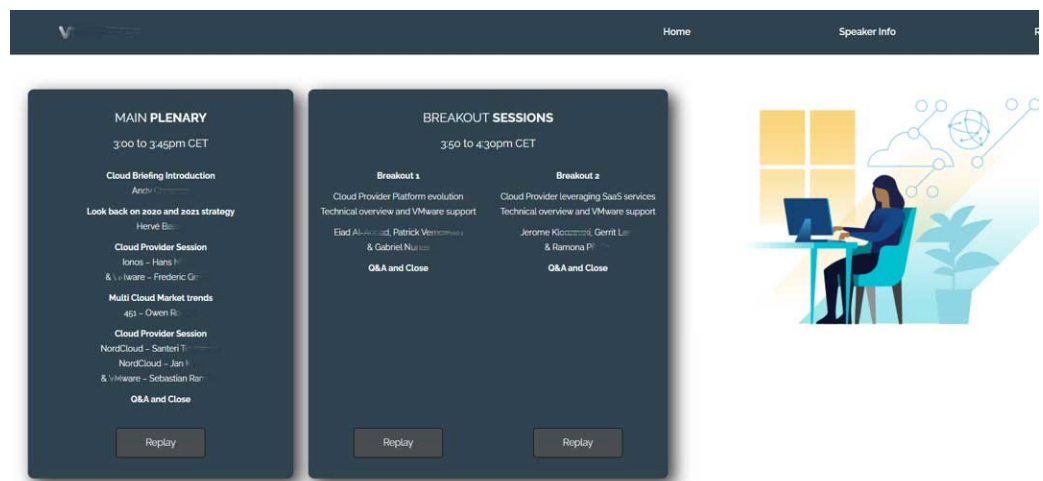


# CASE STUDY



JAN 2021

ONLINE VIP INVITATION-ONLY EVENT

THE EVENT

A VIRTUAL CLOUD BRIEFING FROM THE CEO  
Online Event for 300 delegates

# case study

## ONLINE VIP INVITATION-ONLY EVENT

### THE BRIEF

This high-level briefing involved two separate sessions – a VIP briefing for a select group of business partner and senior global executives to receive a personal update from the CEO, followed by a separate main plenary session with multi-stream breakouts for a much larger audience – all delivered virtually with “real-world” supporting logistics.

Previously, this has always been delivered as an exciting keynote live event. This was the first time ever it has been run online only as a virtual event.

### THE SPEC

- 2 separate sessions on 2 different days
- 30 invited VIPs plus 300 main session
- Exclusive invitation-only *Coffee with the CEO* session for VIP guests
- Creation of invitation and registration web pages
- Delivery of branded Coffee/Tea kits to VIP guests
- Full 4K video streaming platform with high-quality sound
- Real-time AV mixing during live sessions
- 4K pre-recorded video sessions for breakouts
- All sessions made available for on-demand playback post event
- Headline guest speaker

### THE CHALLENGES

1. Overcoming concerns about quality of a virtual event
2. Coordinating speakers for live and recorded sessions
3. Ensuring high-quality video and sound throughout
4. Logistics for timely delivery of give-aways to VIP locations

## THE CHILL OUT SOLUTION

### Chill Out! Real Management for Virtual Events

This virtual event was a first for one of our longest established clients. The event itself is normally a keynote live event, held either stand-alone or as an ancillary event to their prestigious pan-European symposium. The addition of a dedicated VIP session for the CEO to deliver a keynote message to the client's top-tier business partners only added to the level of scrutiny.

### The Virtual Event Platform

Given the continued trend for on-line events, Chill Out! has partnered with one of our long-standing AV and staging suppliers to deliver a comprehensive virtual event platform. Their high-definition 4K broadcast facility delivers a much more immersive experience for the participants and speakers alike. Using this platform meant that our client could seamlessly deliver stunning live and recorded sessions in full HD quality, maintaining the interest and engagement of the audience throughout the event.

By using the same level of professional AV support as we do for live events, the presenters were free to focus on their message and their content without worrying about driving the virtual video output. This overcomes one of the significant challenges of standard webinar events in that the presenter is often distracted by driving the technology. With the AV team acting as a 'show-caller', the flow of the event between material and multiple presenters in different locations delivered a seamless event.

### Deliverables

Apart from the event platform itself, Chill Out! also provided full logistics support as we do for live events. The VIP session was branded as "Coffee with the CEO" and we created a smart, branded tea & coffee set which was delivered to the attendees in readiness for the event. We also sourced a high-quality Bluetooth speaker to enhance their enjoyment of the sessions. Chill Out! handled all the logistics and shipping to multiple locations in the UK and Europe. We also managed the sensitive matter of obtaining a shipment address for each VIP attendee while maintaining GDPR standards.

### Summary

Having previously been involved in the live version of this event we shared the concerns of our clients about how it would be received virtually. Given the super-detailed planning, pre-event preparation and the quality of delivery on the day, we were very happy to see our client delighted by the responses and feedback from their equally delighted delegates. A virtual triumph!

### Another Happy Customer



Thank you, Neill. You know we had some concerns about moving this leadership event online. In the event (!) we need not have worried. We had great feedback from our partners on the technology and the seamless organization and praise from our executives and presenters on the event overall. We could not have done this without your support!

# GALLERY

